

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

AMENDMENT TO REGISTRATION STATEMENT

Pursuant to the Foreign Agents
Registration Act of 1938, as amended.RECEIVED
DEPARTMENT OF JUSTICE

MAY 30 2 38 PM '74

REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

1. Name of Registrant Ruder & Finn, Inc.	2. Registration No. 1481
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

☐ To correct a deficiency in☐ Initial Statement☐ Supplemental Statement
for _____☐ To give notice of change in an
exhibit previously filed.☐ To give a 10-day notice of a change in infor-
mation as required by Section 2(b) of the Act.☒ Other purpose (specify) To notify Dept. as
to additional foreign client for a
"spot" job.

4. If this amendment requires the filing of a document or documents, please list -

EXHIBIT A and B, attached, plus Short Form Registration Statement
for Edwin Simon.5. Each item checked above must be explained below in full detail together with, where appropriate,
specific reference to and identity of the item in the registration statement to which it pertains. If
more space is needed, full size insert sheets may be used.

We have begun work for the Mission Interministerielle pour l'aménagement du littoral Touristique De La Cote Aquitaine to arrange for a visit to the U.S. by the head of this Mission and several other colleagues of meeting with real estate investors and resorts to learn how American resorts are operated for a one week period beginning June 24th.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

John D. Fink

Subscribed and sworn to before me at New York, N.Y.this 16th day of May, 19 74

My commission expires _____

MARTHA JANE CASEY
Notary Public, State of New York
No. 31-3821163
Qualified in New York County
Commission Expires March 30, 1974

EXHIBIT A

TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant

Ruder & Finn, Inc., 110 East 59th Street, NYC

2. Registration No.

1481

3. Name of foreign principal

Mission Interministerielle pour
l'aménagement du littoral Touristique
De La Cote Aquitaine

4. Principal address of foreign principal

78, Avenue Marceau
75008 Paris, France

5. Indicate whether your foreign principal is one of the following type:

☒ Foreign government

☐ Foreign political party

☐ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☐ Corporation

☐ Voluntary group

☐ Association

☐ Other (specify) _____

☐ Individual - State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

Mission Interministerielle pour l'aménagement du littoral Touristique
De La Cote Aquitaine

b) Name and title of official with whom registrant deals.

M. M. Biasini, Premier Ministre

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom the registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

Terminated 3/21/76

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal Yes ☒ No ☐

Directed by a foreign government, foreign political party, or other foreign principal . . . Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal . . Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal . . Yes ☐ No ☐

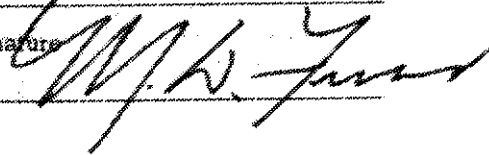
Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

It is a special agency of the government charged with the development of land in the Aquitaine area.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A	Name and Title	Signature
17 May 1974	M. D. FRANKEL President, Ruden and Ann Int'l.	

UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT
Under the Foreign Agents Registration Act
of 1938, as amended

RECEIVED
DEPT. OF JUSTICE
JUN 21 1974
REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Ruder & Finn, Inc.	Mission Interministerielle pour l'aménagement du littoral Touristique De La Cote Aquitaine

Check Appropriate Boxes:

- ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Arranging for a visit to the U.S. by the head of the Aquitaine and several other colleagues for the purpose of meeting with real estate investors and resorts to learn how American resorts are operated for a one week period beginning June 24th.

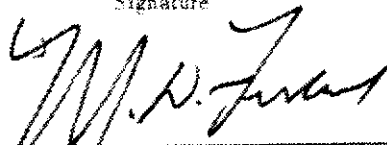
Terminated 3/31/76

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Please refer to question #4.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?^{1/} Yes ☐ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
17 May 1974	M. D. FRANKEL PRES. RUDERT FINN INTL	

^{1/} Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

RECEIVED
DEPARTMENT OF JUSTICE

MAY 30 2 39 PM '74

REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

March 12, 1974

M. Bernard Gaujal
Promotion International
63, rue de Ponthieu
75003 Paris, France

Dear Bernard:

I wish to thank you for the opportunity of having met your client, the President of the Amenagement Touristique De La Cote Aquitaine, during my visit to Paris last week.

I am also deeply grateful to you for having arranged my visit to the Cote Aquitaine so I could see for myself, first-hand, the magnificent opportunities that exist for American investors in that region of France.

Upon reflection, I am convinced that there are many American investors who would find great potential in the development of the Cote Aquitaine and I am pleased to submit the following proposal to you and to your client, for your review.

The possibility of a visit to the United States by the President of the Amenagement Touristique De La Cote Aquitaine will be our first foray into "selling" investment in the Aquitaine to American financiers and real estate developers.

You will remember that we agreed that the middle of June -- possibly June 15th through June 23rd -- would be a splendid time for your client to visit the United States. Although by our standards this is a short time to contact the many, many companies and investors who could conceivably be interested in the development of the Aquitaine, here is my preliminary thinking for the cities which should be visited:

- o Miami
- o Chicago
- o Los Angeles (And surrounding areas including San Diego).
- o San Francisco

March 12, 1974

These are very heavy markets for real estate investors. I would also like to include the city of Atlanta, if it is possible to fit this into the schedule. But at this stage, it is difficult for me to be more precise since I have not researched all the possibilities in these cities. The major area of concentration for us -- possibly three days -- would be spent on the West Coast, however.

The targets for our meetings would be:

- o Major real estate developers
- o Financial institutions
- o Resort operators and developers
- o Real Estate investment trusts
- o And special interviews with the financial and business press.

Some examples of the types of institutions and companies I would hope to set up meetings with include:

- o Pacific National Equity Company
- o Mortgage Corporation of America
- o Republic Mortgage Investor
- o Interstate General Corporation
- o Realty & Mortgage Investor of the Pacific
- o Larwin Realty Company
- o American Inves-Co. Development Corporation
- o Bank of America
- o Wells Fargo Bank
- o EHG Enterprises

Just to name a few representative examples of the types of meetings we hope to arrange.

March 12, 1974

For the Cote Aquitaine, naturally, we will be seeking a major developer, a company or a financier who could undertake a large scale development project. In this instance, banking institutions and real estate investment trusts will be very important for us.

We will also want to meet with business and financial press and real estate publications in the cities we visit so as to spread the word of the development potential in the Aquitaine. We will try to set up meetings with those companies and institutions who already have manifested interests in the development of villas, condominiums, resort complexes, apartments and large scale housing projects.

We face several problems in arranging meetings that could be brought to successful conclusions. In the first instance, we unfortunately do not have any promotional films of the region such as those that existed for the Languedoc-Roussillon project. I would advise strongly, if it is possible, the development of an English narrated slide presentation consisting of perhaps 25 photos -- the entire presentation lasting no more than 15 minutes. This would be a very helpful introduction in our meetings with investors to give them an idea of the typography, terrain, and natural and historic features of the Cote Aquitaine.

We will, of course, provide the President with a translator in each city, who will accompany him on each meeting and translate his thoughts and answers to the questions he may receive. At the same time, the lack of English speaking personnel in the Delegation could prove to be a difficulty. I, therefore, strongly recommend that the Delegation include, if possible, an English speaking architect who is involved with the development of the Cote Aquitaine. This could do much to spur the meeting on to a successful conclusion.

We will, of course, also need to have materials in English for the meetings, describing the stations where investment is needed, transportation facilities, tax incentives, labor costs, population breakdowns, tourist potential and other similar information.

Prior to the visit, Ruder & Finn will mail a news release to real estate publications in the United States announcing the Delegation's visit. We will also mail another news release at the conclusion of the visit, which will be mailed to the same editorial list.

March 12, 1974

For every appointment set up, Ruder & Finn will send to Paris an annual report on the company to be visited as well as the name of the individual with whom the Cote Aquitaine Delegation will be meeting with. This will allow the Delegation ample time to learn about the company's operations and interests prior to the meeting. Also prior to these meetings, Ruder & Finn will send to each company materials on the Cote Aquitaine. This will insure that both parties will have had ample information concerning each other's activities.

We would like to have at least four to six weeks lead time in preparing for these visits. Thus, we would like to begin our actual work no later than May 1st. When we have official permission to proceed on this project, we will need to have biographies or resumes on the individuals coming to the United States, a photograph of the head of the Delegation and ample supplies of brochures (in English) and any other material available.

At the present time we do not envision meeting with hotel developers since this was not mentioned during my visit in Paris. Am I correct in assuming that the Delegation is more interested in meeting with large scale developers preferably? We can, of course, try and set up meetings with hotel operators and developers if you deem this important. The same would be true for travel wholesalers. I would like your specific recommendations in these two areas. Both I think can be done easily if you wish them.

Once appointments are scheduled they will be immediately forwarded to you in Paris so that you can begin to see the program as it develops.

BUDGET

Our charges for time on this project will be \$6,500. This includes the complete setting up of all meetings as well as the personal attendance of a Ruder & Finn Vice President who will accompany the Delegation across the United States.

In addition to the specific meetings outlined above, we will also try to use weekends for visits to resort complexes in the area and tours of the major cultural institutions in these cities, since these are of particular interest to your client.

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Our charge for time does not include out-of-pocket expenses such as:

- o Long distance telephone calls.
- o Postage for special mailings.
- o Luncheon or breakfast press meetings.
- o Messengers.
- o Mailing of news releases.
- o Etc.

Each of these items, as they are incurred, will be listed in detail for you and will be accompanied by a purchase order or a bill. We do not think that out-of-pocket expenses should be more than \$1,500. Naturally, hotel and transportation for the Delegation and Ruder & Finn personnel is not included in these expenses.

The cost of a translator for the Delegation in each city is estimated at approximately \$150 a day or for a total five day period this would come to \$750. (Add this figure to the out-of-pocket of \$1,500).

We do not anticipate the need for limousine service in cities such as Miami, San Francisco and Chicago. We do, however, recommend the use of limousine services in Los Angeles because of the huge spread of the city. Limousine services usually run to about \$145 per day. Anticipated need in Los Angeles would be two days for a total of \$290.

Thus, our total breakdown for the visit would be as follows:

Ruder & Finn Time	\$ 6,500
Out-of-Pocket expenses	\$ 1,500
Translator Services	\$ 750
Limousine Services	<u>\$ 290</u>
TOTAL	\$ 9,090

March 12, 1974

CONCLUSION

At the conclusion of the visit, Ruder & Finn will personally telephone each company and individual that the Delegation has met with so that a personal and confidential report may be sent to you and reviewed by your client for a full disclosure on how each meeting was left and what follow-up activities should be accomplished.

We look forward to working with you on this project and of being of service to you and your client.

We believe we can expect the same excellent results that we experienced with the Languedoc-Roussillon Delegation. I agree with you that quite possibly this trip will have to exclude New York City because of the recent visit by the Languedoc-Roussillon Delegation. You can understand that the individuals contacted there would necessarily be the same ones we would contact for the Cote Aquitaine Delegation.

We look forward to hearing your comments and answering any specific questions you may have.

Cordially,

Marvin D. Frankel

MDF:maa